

PARKING DAY FOR FITNESS

TAKING BACK OUR STREETS FOR COMMUNITY INTERACTIONS AND PHYSICAL ACTIVITY

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The implementation of each idea of the manual should be coordinated with the local administration and must not contradict the laws or regulations in the given country and the specific location, as regional and national regulation on parking spots and public space.

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INTRODUCTION

Who is the toolkit for? And why?

This short manual is intended to inform and guide grassroots sports organisations to understand how to practically build their own park(ing) day spot (P-spot) and use it to practise physical activity, supporting local causes and activist purposes.



What is placemaking?

- A multifaceted and locally oriented approach to the planning, design, creation, activation and management of public spaces.
- It is an iterative process that incorporates deep participation focusing on the local community's potential to co-create high quality public spaces to bolster sense of belonging, well-being, cohesion, health, and happiness.
- Placemaking considers social, environmental, economical, and cultural longevity when co-creating public spaces.

What is Park(ing) Day?

The idea of taking back the public space for community interaction originated from the fact that “more than 70% of most cities’ outdoor space is dedicated to the private vehicle while only a fraction of that land is allocated to open space for people” (Rebar, p. 2). Parking Day therefore offers a short-term solution for reclaiming and re-imagining public space, as a metered parking spot is an inexpensive short-term lease for a 10’x20’ plot of land.

What are the origins of Park(ing) Day?

“The PARK(ing) Day project traces its origins to early 2005, when Rebar began discussions regarding the potential of the metered parking space as a site for artistic expression, political activism and social experimentation” (Rebar, p.3). This phenomenon soon became global in nature, nowadays most of the Park(ing) Day installations have in common “a sense of humour and the promotion of some kind of artistic, ecological, social or cultural agenda. The playful yet passionate tone of the event first set in 2005 continues to resonate each year” (Rebar, p. 5).

**WHAT IS PARK(ING) DAY
FOR FITNESS? AND WHY IS IT SO
IMPORTANT TO BE ACTIVE?**



Park(ing) Day for Fitness is a two-day event concept that draws on the global Park(ing) Day invented by Rebar Studio in San Francisco, now held worldwide every third Friday in September. Within Park(ing) day, parking spots are transformed into temporary public places, be it parks, social areas, exhibit areas, or anything the organizers want to promote.

Park(ing) Day for Fitness builds on the existing practices and guidelines provided by Rebar, where BG Be Active and the project consortium are adding an element of a multi-sport day event to offer activities that promote active lifestyles and engage the public.

Park(ing) Day for Fitness events will be held in the third week of September.

The mission of the Park(ing) Day for Fitness events is to draw attention to the many (untapped) possibilities that our cities offer for physical activity, the need for more open spaces where people can exercise safely, and further, to provoke a public debate on how to adapt in times of crisis and improve the quality of the urban environment.

Park(ing) Day for Fitness was inspired by several initiatives undertaken by BG Be Active Association (BGBA) - the lead partner of the project. In 2017, BGBA set up and championed the long-term program _Spot Bulgaria to transform public spaces from littered and neglected spaces to places for physical activity and recreation. This nationwide programme creates opportunities for people to be active and promotes the creative and sustainable use of public spaces. As a result of tactical placemaking interventions over the past 4-years on the national level, up until 2021, we co-created, with local communities, 40 public places and provided opportunities to use them for leisure and physical activity.

Throughout the research carried out under the Erasmus + project dedicated to the importance of physical activity in the public space, fundamental findings continue to support the innumerable benefits of practising physical activity (PA) in public space (PS). For instance, due to the skyrocketing rates of urbanisation and sedentarisation, the ability to practise PA in PS has acquired the status of having the right to the city, for the reason that it is strictly linked to the right to public and personal health. Functional outcomes from engaging in physical activity include: “enhancing function, maintaining capacities, preventing disease, and ameliorating the effects of age and chronic disease”. However, studies confirm that PA in urban environments, especially linked to mobilities, contributes to positive social and physical effects on health. For instance, in terms of social mixing and social cohesion. Moreover, the presence of accessible green areas in cities contributes to relief of feelings of stress, anxiety and depression and as important socialising points.

Did you know that physical activity and physical play in our built environment, across ages, cultures, and genders, has been shown to:

- Widen mindset
- Help problem solving abilities
- Boost creativity
- Support cognitive attention
- Relieve feelings of anxiety and depression
- Bring heart rate and physical stress back to baseline
- Manage heart and organ health, such as visceral fat or cholesterol levels

HOW TO GET STARTED WITH YOUR OWN INTERVENTION

DO IT YOURSELF

- Taking inspiration from the [Rebar official manual](#), we recommend you start with a small parking-day initiative yourself, or gather your friends to support your cause! It might be easier and cheaper to split costs.
- This is appropriate for one by one parking space interventions – you can simply rent a parking space at the metre cost and use it for your intervention. (Make sure to check your city's regulations in regards to parking).
- Costs can generally vary anywhere from zero to 50€ (or more) for a whole day

For example, in the [city of Amsterdam](#):

- The price of parking varies depending on the zone, therefore you can calculate the costs by using [this map](#).
- However, with a few exceptions, you can park for free on King's Day (a national holiday on the 27th of April) or for only 0,10€ per hour in 10-cent zones indicated by special road signs. There are signs at the start and end of the zone. You are allowed to park there once a day, for a maximum of three or four hours.
- If you need to park for longer periods then you can park on the street more cheaply by buying a parking ticket for a day, week, month or year.

PARTNER WITH YOUR LOCAL MUNICIPALITY

If you plan to use a different type of space – such as many parking spots in a row, public square, or even the road – for your local intervention, make sure to get in touch with the local municipality to make sure you have the adequate resources and [permits](#) for your Park(ing) Day for Fitness!

- Partnering up with a municipality (approval or permit) is a great way to scale up your intervention and impact. We find it is often done on a [street or neighbourhood-level with a larger intervention](#), rather than one parking spot alone.

Things to keep in mind:

- Procuring a permit with your city could cost you up to 1,000€ or it can simply be notifying your city officials and they approve your request for free (example from the City of Amsterdam).
- This can vary per city – but good to keep in mind that partnering with your city can help you build a network, participation, which is especially needed on street or neighbourhood-level interventions.

GENERAL TIPS, WITH A SPECIAL CONSIDERATION FOR SAFETY:

- Include **cones, fencing, or ropes** to **demarcate the parking spot** for your intervention;
- **Reflective sign** for traffic to make people, especially drivers, aware of your intervention and to make them slow down; for safety, it is best to choose a parking spot that is adjacent to a slower speed road: such as a limit of 30 km per hour or less;
- Make sure there are **seating options** for people in need, as well as **water** to drink and some **snacks**, to make the intervention more inclusive for any type of user;
- Bring basic supplies to clean your materials between users, as needed. Especially for those sweaty activities;
- Handy to have a basic first aid kit – it can be as simple as disinfectant and bandaids;
- Double check your materials to make sure there are no damaged items that could impact safety;
- Make sure that after your Park(ing)Day for Fitness event, all the **materials** used are either **returned** to their owners, **recycled** or **donated** to local schools/grassroot sports organisations;
- Do not forget to have spare change, coins, and perhaps also the digital parking app for your city to continue to **pay the parking spot** for the whole duration of your event. Avoid fines!

INSPIRATIONS

Make a *start* – **LIGHT INTERVENTIONS**

- very low cost + light + quick
- requires minimal planning, can be planned in 1 week.

MAKE A START – LIGHT INTERVENTIONS



DIY STREET GAMES

HOW TO DO IT?

You don't need anything more than chalk to prepare a DIY street game. Let yourself go back to your childhood days. Using coloured chalk you can prepare games such as: 4 squares, juggling or twister. Do you have a portable speaker? You can draw or cut out dance steps from coloured paper. Put on some music and start practising your salsa moves!

MATERIALS NEEDED

Chalks, coloured sheets of paper, scissors & tape
You could find these materials in your home. If that is not the case, the approximate costs would be below 10€ (excluding the cones or bands to enclose the parking spot).



YOGA PLATFORM: ORGANISE A YOGA CLASS OR GROUP STRETCHING

HOW TO DO IT?

Organise a free yoga class on your designated parking spot! Invite your community to bring along a yoga mat and have a class all together. Perhaps you can organise a morning stretching with your neighbours! Not into stretching your body? As an alternative you can exercise with [hula-hoop](#) or jumping rope. Find something you all enjoy and do it together!

Organise the event based on the equipment your neighbours' prefer (tap into your culture).

MATERIALS NEEDED

Yoga mats, bouncing balls, skipping ropes, weights or any type of material available from your audience, neighbours.

This type of intervention is inexpensive, as you would need only a few metres of sod (sold for 3€ p/m) to create a softer pavement—and that is not mandatory, of course. Perhaps you would only need to enclose the parking-spot boundary for safety reasons (with cones/tape).

Level up – **MODERATE INTERVENTIONS**

- quite low cost + requires a strong idea
- requires 1 – 3 weeks of preparation.



“JEU BOUGE +” (MOVE GAME) BY AZUR SPORT SANTÉ

HOW TO DO IT?

“A life-size game where players get to move along the board as giant pawns. The goal is to promote physical activity and healthy lifestyles in a fun way. Players use a website jeubougeplus.fr on their smartphones to choose between active education or active game option. They advance along the board autonomously.

They roll the dice on screen, move forward, then pick a colour. Each colour represents a category. They get to do an exercise (various intensities are proposed to suit all ages & bodies) and answer a multiple-choice question. The first one to reach the end wins! But since they were active, they all won!”

MATERIALS

Smartphones with internet access,
printed “Jeu Bouge +” game board

LEVEL UP – MODERATE INTERVENTIONS



HOST WORKOUT CLASS

HOW TO DO IT?

For the sake of safety and the ability to lead a group, classes should be led by an instructor with a basic knowledge of physical activity. You can reach out to a local gym or find a fitness professional in your community. Try to make the activity inclusive – think about the time, programme and different levels of difficulty to engage different groups. For example, you could choose a parking spot close to a school and include a small sandpit for children so their carers could participate in the activity after school classes.

MATERIALS

Mats, jump rope, resistance band, small speaker for music



BRING A PING PONG TABLE TO LET PASSERSBY PLAY

HOW TO DO IT?

To make this intervention possible you could rely on someone already possessing a ping-pong table and kindly ask to borrow it for a day to minimise costs. If this is not an option, you can refer to page 12 of the [MOVE Week booklet](#) and build your own ping-pong table, with a budget between 150 and 300€. To bring in a bit of competitive spirit, you can hang a whiteboard, place some chairs around for the audience and organise a small tournament.

MATERIALS NEEDED

Hand-saw, wooden plank and nails, tape measure, paint (optional) and paint-brush (optional).

Push it to the max! – **INTENSE INTERVENTIONS**

- higher cost + requires some practical skills and a strong idea
- requires more than 3 weeks of preparation.



“GAME BOX” BY CYNTHIA DEBONO FROM MOVE MALTA

HOW TO DO IT?

“A 45ft recycled shipping container was transformed into a meeting hub branded as GAME BOX promoting numerous street culture activities such as hip hop, street soccer and graffiti art. The project also includes an outdoor “out of the box” chill area, using recycled oil drums, car tyres and wooden pallets”.

MATERIALS NEEDED

Container or smaller and more accessible alternative like a bookshelf or a chest of drawers.



WASTE COLLECTION ACTIVITY WITH YOUR COMMUNITY

HOW TO DO IT?

It's good to use the equipment you already have, but you can go one step further and organise an activity using upcycled materials! Get inspired by our partner "[BG Be Active](#)" and their outstanding project: "[Me, You, Plovdiv!](#)". Its aim is to create a partnership between citizens, institutions and cultural organisers to work together to reduce and recover waste from events and to clean up and improve housing estates in the city.

This can be a fun social activity combined with educational purposes and civic responsibility to recycle and dispose of waste properly. You can invite your local community to a park or area that needs attention for recycling and think of [fun ways to organise games](#) or activities with recycling in mind. You will be surprised how creative you can be!

MATERIALS NEEDED

Any material that can be upcycled.

SUMMARY OF P-SPOT GUIDELINES

SUMMARY OF ALL 'MAKE A START' GUIDELINES

1

Choose your parking spot wisely, avoid loading or no-stopping zones and opt for a metered parking spot;

- a. Make it safe – use the cones, signs, or border fencing to clearly demarcate the intervention within the parking spot;
- b. Get permits from the local authorities and municipalities to avoid incurring fines when setting up the interventions.

2

Truly **reflect on the audience** you are directing the project to and organise the intervention in times in which this audience would be out.

3

Reach out on time to make sure your event is successful! This can be done by creating invites on social media, by sending out flyers in the neighbourhood, by telling your friends and spreading the word across well known spots in your city (local library, cafés);

4

Promote the event as sustainable in order to attract people to participate. You will be mostly using second-hand sports equipment.

5

Make sure you have **enough space** to realise the intervention, take the measurements ahead of time – on average a metered parking spot has the following dimensions: **2.5 metres width and 5 metres length**.

6

Make sure to check the **weather conditions** for your event to happen in optimal conditions (sun, shade, wind, weather, traffic, construction).

7

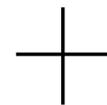
It is always nice to have some **food and music** at your intervention – it can be cost-effective like lemonade, cookies, fruit and playing off a **portable speaker** or phone – just to make it more cosy and inviting!

8

Have fun, keep it light! Take some **pictures** if you like for your celebrations of the event and share about it.

Light interventions

Light interventions

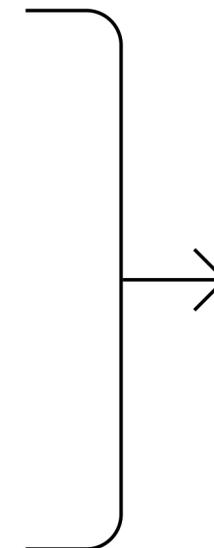


1

Find someone (possibly the **trainer or organiser** of the intervention) with a bit of expertise in regards to sports for safety reasons.

2

Reach out to a **community centre** or **neighbours** to **borrow** the ping pong table or other **materials needed**.

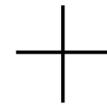


Medium interventions

SUMMARY OF ALL 'PUSH IT TO THE MAX!' GUIDELINES

Light interventions

Medium interventions

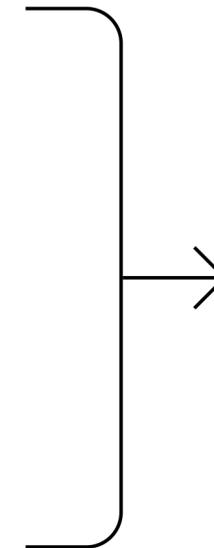


1

For these more intense interventions you might need to **get in touch and cooperate with the local businesses** around the area. They could provide you with useful materials and services. Moreover, **collaboration with local grassroots sports organisations** is a necessary step in order to borrow the sports equipment needed to set up the GAME BOX or other more intense interventions;

2

Make sure to **organise the event in large advance** in order to have time to set things up. It will take time.



Intense interventions

SUMMARY OF FLAGSHIP EVENT COORDINATION GUIDELINES



MULTISPORT FLAGSHIP EVENT

The aim of the multisport event is to organize a day of multisport opportunities unfolding around one major location – the Park(ing) Day for Fitness installation. Partners are encouraged to explore the possibility of closing off the street where the installations are located to use the space to organise additional training sessions, active games, and workshops for the public.

Get inspired by the Open Streets Day concept by ISCA.

Open Streets Day – event concept by International Sport and Culture Association (ISCA)

The Open Streets Day is a concept of an event using the public streets as a venue for physical activity events, organized by the local community and local grassroots sport organizations. Open Streets Day events are meant to be enjoyable and inclusive for all, regardless of age, gender and fitness level. The cultural and social aspects of these events should be emphasised and celebrated alongside the promotion of physical activity and sport.

To organize an Open Streets day you need to:

- 1.** Decide on the ambition of your event. Are you closing a small street, or a main boulevard?
- 2.** Learn about the possible restrictions, curfews and maintenance issues that may need to be addressed. Note that open street events usually require a certain number of security personnel on-site.
- 3.** Register with your local authorities to make sure you have the permission to use the space.
- 4.** After having the basics, determine the list of sporting activities that will take place on the day. Remember to keep them interactive, accessible and inclusive.
- 5.** Map your stakeholders – these range from the citizens of the street you wish to close, to local grassroots sport organizations to join you in providing activities during the event, municipal officials and most importantly the transport department of your city. Other potential parties that are likely to be involved include but are not limited to: department of culture, department of transport, the mayor, schools and universities, police, media, private companies, influencers, equipment suppliers, car-free day organisers.

- 6.** When ready with the general plan, your list of partners and activities, your permission you are ready to start promoting the event. For the promotion step you can:

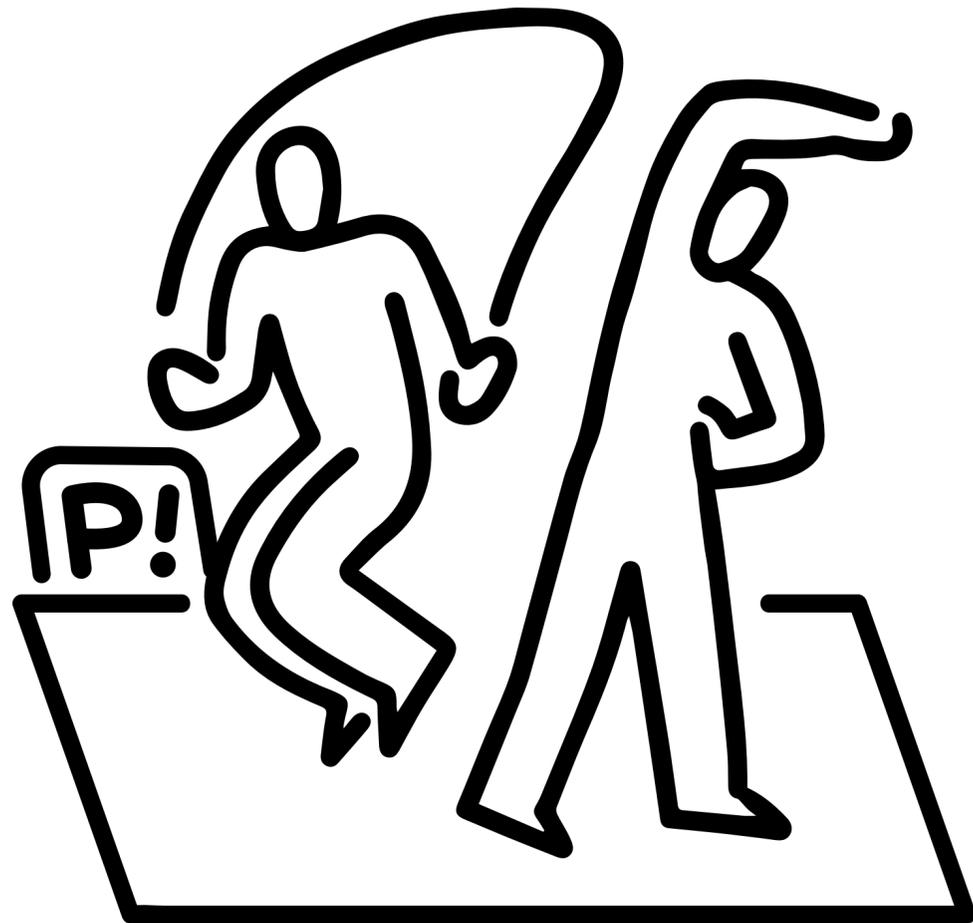
- Announce the event in advance on your website and social media. Remember to always use the hashtag #ParkingDayForFitness; Other # you can use are: #BeActive #TransfromTheStreets #ParkingDay
- Distribute invitations or a press-release.
- Organise a press conference or an info session for the partners and media. Highlight the benefits of physical activity;
- Share the experience on your social media channels throughout the day.
- Make sure there are photographers and videographers on site to document the event.

- 7.** Wrap up and evaluate the event.

- Debrief the team and send out an email to thank the partners for their input.
- Share the best photos of the day on social media and with partners.
- Send a press release highlighting the success of your #ParkingDayForFitness event to the media.

Find more inspiration here:

open-streets-day.nowwemove.com/news/_/15/



GAMIFIED FLAGSHIP EVENT

The Park(ing) Day for Fitness Spots Discovery Model is a gamified discovery of physical activity that is situated on a number of parking spaces transformed into mini-workout spots distributed around the participating city. Partners can include gamification moments to the flagship event by creating maps, trails, a game, competition or a challenge for those who tour around the PDF installations to encourage people to visit more places, and to take part and engage with the offered physical and leisure activities.

Get inspired by the [City Quest – Quiz concept by TimeScape](#).

City Quest – Quiz is an organized activity that is held outside and around a city. In the city quest quiz various spots can be included, where the players have to go to, in order to solve a given riddle/challenge. The City Quest is an excellent way to make people more physically active, have fun, give them a different experience and make them think outside of the box.

To organize a City Quest – Quiz you need to:

1. Synchronize the p-spot organisers: create one page info for p-spot organisers to have a common concept and explain the role of each p-spot organiser in a quest
2. You need to co-coordinate the quest with the organizers so they can be part of the game by giving the riddles to the participants and also sharing the right answers. Each organiser should be responsible for one challenge / riddle to ask the participants to solve and award.
3. Designing the riddles/clues comes to be the hardest thing to do. Riddles' answers have various functions – they can lead to a new location where another riddle or task is situated. On one of the P-spots the participants can do long jumps and depending on their score, they receive a different task like doing sit ups, lunges, jumping on one leg, even dancing and many more. Be creative.
4. Keeping yourself and the players safe is the most important thing. When you're working on the route which will lead the players through the locations, make sure you avoid going through big crossroads.
5. Encourage the participants to share their experience with the hashtag

#ParkingDayForFitness. Award the best team with special treats and celebrate together!

6. Wrap up and evaluate the event.

- Debrief the team and send out an email to thank the partners for their input.
- Share the best photos of the day on social media and with partners.
- Send a press release highlighting the success of your #ParkingDayForFitness event to the media.

OVERALL CHECKLIST + HELPFUL TIPS



Health safety tips: heart rate, water, breathing exercises, stretching



Communication tips and getting the word out and inviting the whole local community to your Park(ing) Day for Fitness event



Finding **stakeholders** to collaborate with/ ideas on how to



Need to approach and get **permits** from the local authorities



Useful **materials** (make list + indicative prices)



Road safety tips (near roads, distances, surfaces)

CALL TO ACTION

Do you want to support Park(ing) Day for Fitness Project? You can contact our project partners in Bulgaria, the Netherlands, Romania, France, Austria, Poland!

- **Share** with your network.
- **Engage** your community leaders.
- **Put forward** to grass-root sport organisations, schools and other local institutions.
- **Tag** us on social media, we are excited to re-share your posts too!

Use the hashtags: #AcivateYourCity
#ParkingDayForFitness #ParkingDay

BG BE ACTIVE ASSOCIATION (LEAD) / Bulgaria

Website: www.bgbeactive.org

Twitter: [@BGBEACTIVE](https://twitter.com/BGBEACTIVE)

Facebook: www.facebook.com/bgbeactive

– BG Бъгу активен

Linkedin: linkedin.com/bg-be-active

Instagram: www.instagram.com/bg_beactive

PLACEMAKING EUROPE / Netherlands

Website: placemaking-europe.eu

Twitter: [@placemaking_eu](https://twitter.com/placemaking_eu)

Facebook: www.facebook.com/PlacemakingEurope

Linkedin: linkedin.com/placemakingeurope

Instagram: www.instagram.com/placemaking_europe

ASSOCIATION SPORT FOR ALL SUCEAVA (AJSPT SUCEAVA) / Romania

Website: www.sport4allsuceava.ro

Twitter: [@AjsptSuceava](https://twitter.com/AjsptSuceava)

Facebook: www.facebook.com/AsociatiaJudeteanasportulPentruTotiSuceava

Instagram: www.instagram.com/ajsptsuceava

AZUR SPORT SANTE / France

Website: www.azursportsante.fr

Twitter: [@Azur_SportSante](https://twitter.com/Azur_SportSante)

Facebook: www.facebook.com/azursportsante

Linkedin: www.linkedin.com/company/association-azur-sport-sante

Instagram: www.instagram.com/azur_sportsante

V4SPORT FOUNDATION / Poland

Website: www.v4sport.eu

Twitter: [@V4SportFundacja](https://twitter.com/V4SportFundacja)

Facebook: www.facebook.com/V4sport.Fundacja

Linkedin: www.linkedin.com/company/vforsport

XSENTRIKARTS / Austria

Website: www.xsentrikarts.com

Twitter: [@xsentrikarts](https://twitter.com/xsentrikarts)

Facebook: [Xsentrik Arts | Facebook](https://www.facebook.com/XsentrikArts)

Linkedin: www.at.linkedin.com/in/yilmaz-vuru-cu-29486127



PARK(ING) DAY FOR FITNESS

#AcivateYourCity #ParkingDayForFitness #ParkingDay

BG BE ACTIVE



**placemaking
europe**



Xsentrikarts



Design by [Studio PUNKT](#)